

# Project Profile

AT&T 37th Floor Media Studio  
Dallas, TX



## System Features

AT&T is one of the world's largest telecommunication companies and a top-20 Fortune 500 company. Headquartered in downtown Dallas, their corporate offices are filled with AV technology. On the 37th floor, AT&T has produced a state-of-the-art media studio.

- Two 17' x 10' direct view LED walls mirrored on opposite ends, and four custom kiosks with 85-inch displays to present high-end media content
- Six 4K/UHD PTZ robotic cameras installed throughout the media studio with control room access
- Ten 50-inch 4K displays make up the video wall in the control room
- Conference rooms with Cisco Webex, Touch10s, and cameras for Microsoft Teams calls

## Participants

**Owner**  
AT&T

**AV Design-Build Contractor**  
Ford Audio-Video Systems

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800-654-6744

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